



## Export Education Seminar Planned in Appleton

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MADISON – One of the biggest challenges when exporting your product from Wisconsin around the world is staying current with procedures, terms and paperwork. To keep you connected on the latest updates, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages companies to register for the Export Education Seminar on Thursday, November 8 in Appleton.

“This Export Education Seminar offers continued training for food and agricultural producers selling their products around the world,” said Lisa Stout, a DATCP Economic Development Consultant. “The information provided will offer a refresher to experienced exporters and offer companies a chance to train new staff.”

The seminar will be held at the D.J. Bordini Center of Fox Valley Technical College, 1825 North Bluemound Drive, Appleton from 8:00 a.m. to 4:30 p.m. Space is limited. The schedule includes time for networking among attendees and speakers.

Topics include updates on the Automated Export System (AES) and Electronic Export Information (EEI), Incoterms 2010 and requirements for doing business with Canada. Updates to the Harmonized System (HS) and export documentation for plant and animal products will also be discussed.

“The seminar will discuss how to navigate free trade agreements. With new trade agreements in place, there are additional markets available for Wisconsin products,” added Stout. “When exporting, simple mistakes can cost time and money. By staying current, your company will stay knowledgeable and competitive in the marketplace.”

The day will end with a summary of Food Export Association of the Midwest-USA programs and services available year-round. The Export Education Seminar is sponsored by DATCP and the Food Export Association of the Midwest-USA, a non-profit organization that has promoted the export of food and agricultural products from the Midwestern region of the United States since 1969.

Pre-registration is required. To register, visit [foodexport.org](http://foodexport.org), under Programs & Activities. The \$50 registration fee per person includes seminar materials, continental breakfast and lunch.

Wisconsin agricultural exports continue to see growth. In the first half of 2012, Wisconsin exported \$1.5 billion worth of agricultural products to over 132 countries, an increase of 5% over the first six months of 2011. Wisconsin ranks 14<sup>th</sup> in the nation for agricultural exports.

For more information, contact Lisa Stout at 608-224-5126 or [lisa.stout@wi.gov](mailto:lisa.stout@wi.gov). You can also connect with DATCP on Twitter at [twitter.com/widatcp](https://twitter.com/widatcp) or Facebook at [facebook.com/widatcp](https://facebook.com/widatcp).

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